



Made in America Conference

July 13th 2010

Intercontinental Phnom Penh

Phnom Penh, Cambodia

Multinational Operations



Starting from Southeast Asia in 1984, with less than 100 employees , we have expanded progressively to approximately 3,000 employees in over 40 markets globally

RMA Group is a specialist provider of automotive & infrastructure solutions to development and post-conflict markets

□ **We offer:**

- **Financial strength:** \$450m+ annual turnover with commensurate profitability over last three years
- **Operational breadth:** Approximately 3,000 employees operating across 40 markets globally
- **Track record:** Over 35,000 vehicles delivered to customers in last three years, 80% of which were modified to customer specifications
- **Engineering excellence:** Endorsed by Ford Motor Company as a Qualified Vehicle Modifier
- **Management:** Experienced international management team
- **Flexibility:** A nimble, customer-oriented organisation with a 'can-do' attitude

Country Operations



RMA Cambodia

- Established in 1992, employing over 500 people.

Business Operations

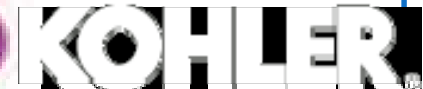
- Automotive (Sales & Service)
- Heavy Equipment (Sales & Service)
- Power Plants & Generators (Sales & Service)
- High Pressure Equipment (Sales & Service)
- Vehicle / Equipment Hire and Leasing
- Food and Beverage Franchise Management

Statistics

- 4 Dealer showrooms



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Why US Products ?

- ▶ Heritage (Ford 107 years of excellence)
- ▶ Innovative and Pioneer
- ▶ High Quality
- ▶ World class brands
- ▶ Reliable and Durable
- ▶ Value for money paid.
- ▶ Loyal Customers.
- ▶ Maximum Support (trainings, marketing, offers,...)

Why Cambodia ?

- ▶ Growing middle class.
- ▶ Virgin Market .
- ▶ Improving infrastructure .
- ▶ Governmental reforms .
- ▶ Potential natural resources.
- ▶ Regional projects.
- ▶ Increasing awareness .

- ▶ Decades of association
- ▶ Sustainable Growth with good margins.
- ▶ Clear Future Vision based on Partnership .
- ▶ Striving to import, promote and sell new American products.
- ▶ Diversified portfolio that can have Swensen's ice cream, Ford, J D, Kohler so we are open for any products .
- ▶ US Quality products make it easier to sell, service and build a solid reputation.

- ▶ Competition
- ▶ Differentiation .
- ▶ Taxation & Custom.
- ▶ Affordability .

- ▶ Tighter cooperation among importers from US , US embassy and other Agencies .
- ▶ Support for US products by US financed projects.
- ▶ Exhibitions and other trade shows.
- ▶ Being proactive in planning future needs and tailor the right US products.
- ▶ Accelerate US-Asian free trade agreements .
- ▶ Initiate more interaction with US companies to start trading relations.
- ▶ Promoting Cambodia as a potential growing market among US suppliers.

Closing Message



RMA is a role example of a successful partnership with US companies , your company can be too



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THANK YOU!

